



City of Santa Barbara
Airport Department

Memorandum

DATE: February 15, 2012
TO: Airport Commission
FROM: Karen Ramsdell, Airport Director
SUBJECT: Airline Terminal Naming Request

RECOMMENDATION:

That Airport Commission

- A) Receive and consider a request from Edward Hartfeld to name the new airline terminal for Dwight Murphy; and
- B) Receive and consider a request from Mack Staton to name the new airline terminal for John T. Rickard; and
- C) Make a recommendation for action by City Council regarding the necessity or desirability of naming the facility, and the proposed name and any alternatives in accordance with Municipal Code Chapter 22.48 policies and guidelines.

Background

The new airline terminal construction was completed this past summer and opened for operations on August 17, 2011. The City Administrator has received unsolicited two requests from citizens to name the new terminal for local individuals who made significant contributions to the community.

City Policies and Procedures

The City of Santa Barbara Municipal Code Chapter 22.48, adopted in 1971, provides a process for such requests to be considered by the City. The Council adopted the policies and procedures because no consistent policy for the naming of public buildings previously existed. The Municipal Code establishes principles, policies, and procedures for the election of names for public facilities (Attachment 1).

City Facilities Named after Individuals

There are many City park facilities named after local citizens. Over one-half of the City's park acreage has been donated through philanthropic gifts resulting in the naming of the facility after the donor or donor's family. Examples, are Douglas Family Preserve, Parma Park, Alice Keck Park Memorial Garden, Gould Park (Clara Hinton Gould), Child's Estate, Storke Placita, and Hilda Ray Park (Hilda McIntyre Ray). In 1931 Alden Freeman gave Franceschi Park to the City. Some donated land was named for its location or a distinctive feature such as Moreton Bay Fig Tree, San Roque Park, Hidden Valley Park, Laurel Canyon Park.

Some parks were named for early famed horticulturalists and landscape architects who also served as Parks Superintendents such as Orpet Park (E.O. Orpet) and Stevens Park (Ralph Stevens). When it was rededicated in the 1960s the community center was named for retired Recreation Supervisor Louise Lowry Davis. The Municipal Soccer Field was purchased by the City in 1925 and in 1933 it was dedicated and named for Dwight Murphy, a civic leader who served as Park Commission Chairman from 1927-1931. (Attachment 4)

Airline Terminal Naming Requests

The City Administrator received two unsolicited requests to name the new airline terminal. On August 3, 2011 Mack S. Staton, President of the Santa Barbara County Bar Association, submitted a request to name the new airline terminal after John T. Rickard (Attachment 2). On August 24, 2011 Edward Hartfeld submitted a request to name the new airline terminal after Dwight Murphy (Attachment 3).

The City Administrator has referred both requests to Airport Commission for its recommendation to City Council pursuant to Municipal Code Chapter 22.48.

Names Proposed

The following is a brief summary of each person's contributions that are more fully detailed in the submittals by Mr. Staton and Mr. Hartfeld.

Criteria

- 1. As a general policy, names which commemorate the culture and history of Santa Barbara will be given first priority; those names commemorating California history may be given second priority.**

Both Dwight Murphy and John Rickard were individuals whose personal histories and community contributions commemorate the culture and history of Santa Barbara.

Dwight Murphy was an active civic leader following the 1925 Earthquake which

marked a significant change in the city architecture and landscape and was active through the 1960s. He was a behind the scenes benefactor that contributed to the development of the City park system, Santa Barbara's post-earthquake architectural style, the effort to establish and select a site for a local airport, and the long-term preservation of Fiesta.

John Rickard, a descendant of the Orena and De la Guerra families, began his involvement in Santa Barbara civic affairs in 1946 when he served on the City Harbor Commission. His was instrumental in preserving open space and the Santa Barbara coastline from oil development, smokeless industry, and, during his tenure as El Presidente of Old Spanish Days (1946-1948) sought to return the Fiesta event to the sentiment and dignity of the early Fiestas of the 1920s and 1930s.

2. The name of an individual shall be considered only if such individual has made a particularly meritorious and outstanding contribution, over a period of several years, to the general public interest or the interests of the City.

Both Dwight Murphy and John Rickard made significant contributions to further the betterment of the City; Dwight Murphy from 1926 through the 1960s and John Rickard from 1946 through the 1980s.

Dwight Murphy played a significant, and largely anonymous, role in increasing and improving the City's park system which has benefitted generations of Santa Barbara residents providing places for recreation, open space, and natural beauty. He played an important role on the committee to select an airport site as well as securing federal funding during the early development of the Santa Barbara Airport.

John Rickard was elected City Attorney (1951-1953) and Mayor (1953-1957) and the result of his leadership and vision was successful creation of the Marine Sanctuary which prohibited oil drilling within 3 miles of the Santa Barbara coastline. He also was instrumental in bringing in smokeless industries to the south coast. This significant contribution ensured that Santa Barbara's renowned natural beauty would endure for the enjoyment of its citizens and visitors alike. During his tenure as Mayor he also crafted an idea that would later enable the City to annex its airport property to the City. Other accomplishments included expansion of the City's water and sewer system which resulted in expansion of the City limits, establishment of boat slips in the harbor, and construction of the Municipal Golf Course.

3. A preference shall be given to names of long established local usage, names which are euphonious, and names which lend dignity to the facility to be named.

Both Dwight Murphy and John Rickard certainly had long-established recognition

in the community and both were recognized as “Man of the Year”.

- 4. Names selected shall be of enduring, honorable fame, not notoriety, and shall be commensurate with the significance of the facility.**

Both Dwight Murphy and John Rickard made contributions that have endured and have become part of the community fabric, culture, and identity.

Other Criteria

- 1. Proliferation of names for different parts of the same facility should be avoided, and the same name should not be applied to a similar kind of facility.**

The Airline Terminal Project includes the new terminal building as well as the relocation and restoration of the historic portion of the old terminal. In 1942 United Airlines leased land from the City and built a small Spanish Colonial Revival Style terminal that was expanded twice by 1976. The historic building and the new building will be united by a small courtyard with a fountain and landscaping.

On August 30, 1969 the City renamed the Santa Barbara Air Terminal, the Earle Ovington Terminal. Earle Ovington (1879-1936) was a renowned aviator and America’s first airmail pilot who made Santa Barbara his home. He operated an early airfield known as Ovington Field in the approximate location of Earl Warren Showgrounds and the Municipal Golf Course. He was an active proponent of the need for a local commercial airport.

Unlike large airports which often have many terminals operated by one or more airlines, the Santa Barbara Airport has one airline terminal. In the new configuration the historic terminal will house the Security Operations Center, Parking Office, and a small history display. It is not a separate terminal but an integral part of the new airline terminal complex. The Municipal Code states “a proliferation of names for different parts of the same facility should be avoided, and the same name should not be applied to a similar kind of facility”. The Municipal Code also states that “existing names and names once established shall not be changed unless, after investigation and public hearing, the name is found to be inappropriate”.

Conclusion

However, in 1969 the City Council named what is now referred to as the “historic terminal” for aviator Earle Ovington. The terminal, when refurbishment is completed, will be part of the new terminal complex. It appears that to name the new terminal building is not consistent with the Ordinance provision that states that “a proliferation of names for different parts of the same facility should be avoided.”

During the Airline Terminal Project planning and design it was not contemplated that the facility would be named for a specific person. The City has received two unsolicited requests to name the terminal for former civic leaders who made many contributions to the community. In reading the biographies submitted, there is no doubt that both men were highly respected local leaders who contributed to the culture, history and environment for which Santa Barbara is known. However, it is unknown if there are other individuals who also made significant contributions to the community and the airport that should also be considered.

Commission may wish to consider making one of the recommendations below to City Council:

1. Make a recommendation to Council that the new airline terminal should not be named as it is inconsistent with the Ordinance to name the new terminal when the historic terminal, which is part of the same complex, was named for Earle Ovington in 1969.
2. Make a recommendation to Council to name the new airline terminal and provide the name and any alternatives. Find that the name provided is consistent with the criteria in Municipal Code Chapter 22.48.
3. Make a recommendation to Council that the new airline terminal should not be named, however if Council has a desire to name the terminal a process should be established to consider the names currently submitted as well as names of other individuals whose contributions to the community are consistent with the criteria outlined in Municipal Code Chapter 22.48.